

Attitude of Retailers towards Yeswanthpur Metro Cash and Carry

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ABSTRACT

The study was undertaken during January-February 2020 in Bengaluru city to analyse the attitude of retailers towards Yeswanthpur Metro Cash and Carry. Ninety retailers were selected randomly as sample based on their availability during the investigation and also the retailers who were willing to provide the required information voluntarily. It was found that a larger number of retailers who visited Yeswanthpur Metro Cash and Carry were young (42.22 %), male (83.34 %), married (97.78 %), graduates (35.57 %), having nuclear (84.44 %) and small (55.55 %) family. Nearly half of the retailers (46.66 %) belonged to the annual income category of Rs.1,50,000/- to Rs.3,00,000/-. In respect of mass media participation, all the retailers (100.00 %) were viewing television and a simple majority of retailers were reading newspapers (51.11 %). More than three-fourth of the retailers (77.78 %) had favourable to more favourable attitude towards Yeswanthpur Metro Cash and Carry. Discount for specific product not available throughout the year (100.00 %), non availability of home delivery of products (100.00 %) and canteen service/facility not available (100.00 %) at Yeswanthpur Metro Cash and Carry were the common constraints faced by the retailers. There is a need for effective marketing strategy by Yeswanthpur Metro Cash and Carry through newspaper, television, radio, mobile phones, magazines, pamphlets, bill board, internet etc., for promotion of its products and to create awareness among its registered customers about the customer friendly promotion schemes available at Yeswanthpur Metro Cash and Carry.

Keywords: Retailing, Attitude, Retailers, Constraints, Marketing strategy, Metro cash and carry

INDIAN retail market is commonly referred to as 'The Goldmine' by the global retail giants of the developed countries. In recent years, the organized retailing is moving towards becoming the biggest industry and it is the second largest employment provider in the country. The traditional retail markets are replaced with new formats such as discount stores, departmental stores, hypermarkets, supermarkets etc. Retailing includes the activities such as selling goods or services to consumers for personal and non business purposes. The sale of services or goods from the producer directly or through a wholesale and then selling the products to the consumer for a profit is referred as retail. A retailer or retail store is a business, whose sales volume comes primarily from retailing. The retailing could be done either at fixed locations like store, door-to-door service or by personal or mail delivery. The modern retail has entered India in the form of shopping malls and multiplexes offering

shopping, entertainment, food etc. at one place (Pushp Lamba, 2017).

The German multinational retailer Metro Cash and Carry is operated by Metro AG, which operates membership clubs in China, India, Japan, Pakistan and European countries. As on June 2019, the Metro Cash and Carry is operating around 769 stores in 36 countries and employs over 150,000 people worldwide. Its first wholesale store in India was established during 2003 and presently there are 27 wholesale stores in Ahmedabad, Amritsar, Bengaluru, Delhi, Hyderabad, Indore, Jalandhar, Jaipur, Kolkata, Lucknow, Meerut, Mumbai, Nasik, Srirampur, Surat, Vijayawada and Zirakpur (Anonymous, 2019).

The main customer groups of Metro Cash and Carry are hotels, restaurants, retailers, institutions, self employed professionals etc. The main features of Metro Cash and Carry are : (1) Cash and Carry is a

form of trading the goods sold from a wholesale warehouse operated either on the basis of samples (with the customer selecting from specimen articles using a manual/pamphlets or computerized ordering system) or on a self service basis and (2) Customers settle the account in cash on the spot and transports/carry the products themselves. In a nutshell, the Metro Cash and Carry offers its customers a one-stop solution for their purchases, helping them to improve their assortment, offering them high-quality products at reasonable prices and providing them with a consistent source of supply (Hariharan and Selvakumar, 2014). The success of any marketing agency depends upon the attitude of its consumers towards it, hence the present study is undertaken with the following specific objectives:

1. To know the personal and socio-economic characteristics of retailers
2. To analyse the attitude of retailers towards Yeswanthpur Metro Cash and Carry
3. To understand the association and extent of contribution of personal and socio-economic characteristics of retailers on their attitude towards Yeswanthpur Metro Cash and Carry
4. To document the constraints faced by the retailers at Yeswanthpur Metro Cash and Carry

METHODOLOGY

Metro boasts of the largest network of Cash and Carry wholesale outlets in India and it has 27 outlets in the country. There are six Metro wholesale outlets to suit the needs of local businesses and professionals located at Yeswanthpur, Kanakapura Road, Hosur Road, Binnypet, Whitefield and Mysuru Road in Bengaluru city. The present study was purposively carried out at Yeswanthpur Metro Cash and Carry, since it is the oldest Metro store in Bengaluru city and it is located in the Central Business District of Bengaluru. During January-February 2020, ninety retailers were selected randomly based on their availability during the investigation and also the retailers who were willing to provide the required information voluntarily were selected for the study.

Expost-facto research design was adopted for conducting the present research study. This design was considered appropriate because the phenomenon has already occurred and is continuing. The researcher does not have any direct control over dependent (attitude towards Yeswanthpur Metro Cash and Carry) and independent variables (personal and socio-economic characteristics of retailers *viz.*, age, gender, education, type of family, marital status, family size, annual income and mass media participation).

Attitude of retailers towards Metro Cash and Carry (Dependent variable)

Thurstone (1946) defined attitude '*as the degree of positive or negative effect associated with some psychological object*'. In the present research, the attitude towards retailers is operationalised as 'the degree of positive or negative feelings of retailers towards Yeswanthpur Metro Cash and Carry'. The attitude scale developed by Alam and Rana (2013) was used to analyse the attitude of retailers towards Yeswanthpur Metro Cash and Carry. The attitude scale consists of 11 statements on a three response continuum *viz.*, agree, undecided, disagree with assigned score of 3, 2 and 1, respectively. The summed score for all the 11 attitude statements obtained was considered as attitude score of individual retailer. The maximum score, a respondent could get was 33 and the minimum score was 11. The retailers were classified into three attitude categories *viz.*, less favourable, favourable and more favourable based on the mean (23.56) and standard deviation (4.00).

Attitude category	Score
Less favourable	Less than 21.56
Favourable	21.56 to 25.56
More favourable	More than 25.56

Information regarding eight independent variables (age, gender, education, type of family, marital status, family size, annual income and mass media participation) of retailers were collected using structured schedule with suitable scales. The collected data was analysed using

frequency, percentage, mean, standard deviation, chi square test and multiple regression analysis.

RESULTS AND DISCUSSION

Personal and Socio-economic Characteristics of Retailers

Table 1 presents the data on the personal and socio-economic characteristics of retailers. The results revealed that a larger number of retailers (42.22 %) belonged to young age group, while 40.00 and 17.78 per cent of the retailers belonged to middle age group and old age group, respectively. A vast majority of the sampled retailers (83.34 %) were male, while the remaining sampled retailers (16.66 %) were female.

More than one-third of the retailers (35.57 %) were graduates, while 20.00 per cent of the retailers had completed pre-university education and an equal number of the retailers (15.55 % each) had completed post graduation and diploma. A lesser number of retailers had completed high school education (11.11%) and middle school education (2.22 %).

The results in Table 1 also reveals that a greater majority of the retailers (84.44 %) were having nuclear family, whereas the remaining retailers (15.56 %) were having joint family. A greater majority of retailers were married (97.78 %) and the remaining retailers were single (2.22 %).

A majority of retailers (55.55 %) were having small family, whereas, 28.88 and 15.57 per cent of the retailers were having medium and large families, respectively. Nearly half of the retailers (46.66 %) belonged to the annual income category of Rs.1,50,000/- to Rs.3,00,00/- whereas one-third of the retailers (33.33 %) belonged to the annual income category of Rs.3,00,000/- to 4,50,000/-. A lesser number of retailers belonged to the annual income category of Rs.4,50,000/- to Rs.6,00,000/- (15.55 %) and more than Rs.6,00,000/- (4.46 %), respectively.

In respect of the mass media participation, it can be observed from Table 1, that all the retailers (100.00%) were viewing television, while a simple majority of retailers were reading newspaper (51.11 %). Less than

TABLE 1
Personal and socio-economic characteristics
of retailers (n=90)

Particulars	Retailers	
	Number	Per cent
Age (years)		
Young (< 35)	38	42.22
Middle (35 – 50)	36	40.00
Old (> 50)	16	17.78
Gender		
Female	15	16.66
Male	75	83.34
Education		
Primary school	0	0.00
Middle school	2	2.22
High school	10	11.11
Pre- university	18	20.00
Diploma	14	15.55
Graduation	32	35.57
Post- graduation	14	15.55
Type of family		
Nuclear family	76	84.44
Joint family	14	15.56
Marital status		
Single	2	2.22
Married	88	97.78
Family size (members per family)		
Small (< 4)	50	55.55
Medium (4 to 6)	26	28.88
Large (> 6)	14	15.57
Annual income (Rs.)		
<1,50,000	0	0.00
1,50,001 to 3,00,000	42	46.66
3,00,001 to 4,50,000	30	33.33
4,50,001 to 6,00,000	14	15.55
6,00,001 to 7,50,000	4	4.46
Mass media participation*		
Radio	35	38.88
Newspaper	46	51.11
Books/magazines	19	21.11
Television	90	100.00
Internet	39	43.33

*Multiple response

half of the retailers were viewing internet (43.33 %), listening to radio (38.77 %) and reading books/ magazines (21.11 %).

It can be inferred from Table 1, that a larger number of retailers who visited Yeswanthpur Metro Cash and Carry were young (42.22 %), male (83.34 %), married (97.78 %), graduates (35.57 %), having nuclear (84.44%) and small (55.55 %) family. Nearly half of the retailers (46.66 %) belonged to the annual income category of Rs.1,50,000/- to Rs.3,00,000/-. In respect of mass media participation, all the retailers were viewing television (100.00 %) and a simple majority of retailers had a habit of reading newspaper (51.11%).

Statement-wise Attitude of Retailers towards Yeswanthpur Metro Cash and Carry

Table 2 presents the research results about the statement-wise attitude of retailers towards Yeswanthpur Metro Cash and Carry. Majority of the

retailers agreed for the statements: Metro offers multiple payment options for easy payments (93.33%), Timings of Metro is more convenient for the retailers (93.33 %), Metro offers value for the money (86.64%), Metro offers a wide selection of over 7000 products (85.56 %), Metro provides produce updates regularly about the latest products and discounts through booklets / SMS alerts (84.44 %), One can find products with options of bulk packs or multiple packs based on needs and convenience of customers (82.21 %), Display of products are systematic and one can easily find a particular item/product (82.21 %), Metro is a boon to retailers (80.00 %), I prefer Metro because of highly dedicated and helpful customer relationship management (72.22 %) and I am fascinated about the advertisement 'Pay less get more' of Metro Cash and Carry (56.68 %), while about one-third of the retailers had agreed for the statement 'Metro offers fabulous discounts on all the days of the year'(31.11%).

TABLE 2
Statement-wise attitude of retailers towards Yeswanthpur Metro Cash and Carry (n=90)

Statements	Retailers					
	Agree		Undecided		Disagree	
	No.	%	No.	%	No.	%
Metro offers multiple payment options for easy payments	84	93.33	2	2.22	4	4.45
The timings of Metro is more convenient for the retailers	84	93.33	6	6.67	0	0.00
Metro offers value for the money	78	86.64	8	8.89	4	4.45
Metro offers a wide selection of over 7000 products	77	85.56	10	11.11	3	3.33
Metro provides produce updates regularly about the latest products and discounts through booklets/ sms alerts	76	84.44	6	6.67	8	8.89
One can find products with options of bulk packs or multiple packs based on needs and convenience of customers	74	82.21	8	8.89	8	8.89
The display of products are systematic and one can easily find a particular item/product	74	82.21	2	2.22	14	15.57
Metro is a boon to retailers	72	80.00	16	17.77	2	2.23
I prefer Metro because of highly dedicated and helpful customer relationship management	65	72.22	20	22.22	5	5.56
I am fascinated about the advertisement 'Pay less get more' of Metro Cash and Carry	51	56.68	35	38.87	4	4.45
Metro offers fabulous discounts on all the days of the year	28	31.11	28	31.11	34	37.78

It is also seen from Table 2, that less than half of the retailers had given undecided response to the statements: I am fascinated about the advertisement 'Pay less get more' of Metro Cash and Carry (38.87%), Metro offers fabulous discounts on all the days of the year (31.11%), I prefer Metro because of highly dedicated and helpful customer relationship management (22.22 %), Metro is a boon to retailers (17.77 %), Metro offers a wide selection of over 7000 products (11.11 %), Metro offers value for the money (8.89 %), One can find products with options of bulk packs or multiple packs based on needs and convenience of customers (8.89 %), Timings of Metro is more convenient for the retailers (6.67 %), Metro provides produce updates regularly about the latest products and discounts through booklets / sms alerts (6.67 %), Metro offers multiple payment options for easy payments (2.22 %) and Display of products are systematic and one can easily find a particular item / product (2.22 %).

A less number of retailers had disagreed to the statements such as : Metro offers fabulous discounts on all the days of the year (37.78 %), Display of products are systematic and one can easily find a particular item/product (15.57 %), Metro provides produce updates regularly about the latest products and discounts through booklets / sms alerts (8.89 %), One can find products with options of bulk packs or multiple packs based on needs and convenience of customers (8.89 %), I prefer Metro because of highly dedicated and helpful customer relationship management (5.56 %), Metro offers multiple payment options for easy payments (4.45 %), Metro offers value for the money (4.45 %), I am fascinated about the advertisement 'Pay less get more' of Metro Cash and Carry (4.45 %), Metro offers a wide selection of over 7000 products (3.33 %) and Metro is a boon to retailers (2.23 %).

The findings in Table 2, reveals that a larger number of retailers have responded as 'agreed' to almost all the attitude statements highlighting the benefits of Yeswanthpur Metro Cash and Carry. Hence, the findings denotes that the retailers had favourable attitude towards Yeswanthpur Metro Cash and Carry.

Attitude of Retailers towards Yeswanthpur Metro Cash and Carry

It is observed from Table 3, that more number of retailers (42.23 %) had more favourable attitude towards Yeswanthpur Metro Cash and Carry, while more than one-third of the retailers (35.55 %) and 22.22 per cent of the retailers had favourable attitude and less favourable attitude towards Yeswanthpur Metro Cash and Carry, respectively. It can be concluded that more than three-fourth of the retailers (77.78 %) had favourable to more favourable attitude towards Yeswanthpur Metro Cash and Carry. Similar findings were reported by Roopa *et al.* (2018) and Vishnupriya *et al.* (2019).

TABLE 3

Attitude of retailers towards Yeswanthpur Metro Cash and Carry (n=90)

Attitude Category	Retailers	
	Number	Per cent
Less favourable (< 21.56 score)	20	22.22
Favourable (21.56 to 25.56 score)	32	35.55
More favourable (> 25.56 score)	38	42.23
Total	90	100.00

Mean = 23.56 ; Standard deviation = 4.00

The major benefits that are provided by Yeswanthpur Metro Cash and Carry include: (1) availability of products based on the needs of the retailers, (2) offers value for money (pay less and get more), (3) availability of wide range of products, (4) discounts on products, (5) multiple mode of payments, (6) dedicated and helpful customer relationship management, (7) provide updates regularly about the latest products and discounts through booklets / sms alerts and (8) timings of Metro is convenient to the retailers. Because of the above reasons, more than three-fourth of the retailers (77.78 %) were possessing favourable to more favourable attitude towards Yeswanthpur Metro Cash and Carry.

Association and Extent of Contribution of Personal and Socio-economic Characteristics of Retailers on their Attitude towards Yeswanthpur Metro Cash and Carry

TABLE 4
Association and extent of contribution of personal and socio-economic characteristics of retailers on their attitude of retailers towards Yeswanthpur Metro Cash and Carry (n=90)

Characteristics	Chi square value	Regression coefficient	Standard error of Regression coefficient	't' value
Age	3.189 ^{NS}	0.036	0.040	0.110 ^{NS}
Gender	0.091 ^{NS}	0.485	0.481	0.990 ^{NS}
Education	4.162 ^{NS}	0.387	0.287	0.780 ^{NS}
Marital status	1.111 ^{NS}	0.689	0.386	0.560 ^{NS}
Type of family	0.981 ^{NS}	0.120	0.780	0.150 ^{NS}
Family size	1.329 ^{NS}	0.230	0.386	1.790 ^{NS}
Annual income	3.092 ^{NS}	0.208	0.019	1.810 ^{NS}
Mass media participation	2.001 ^{NS}	0.130	0.201	2.00 ^{NS}

NS: Non-significant; R²=0.3100

The results of chi-square test in Table 4, reveals that all the eight personal and socio-economic characteristics *viz.*, age, gender, education, marital status, type of family, family size, annual income and mass media participation of retailers had no significant association with their attitude towards Yeswanthpur Metro Cash and Carry. Table 4 also reveals that 31.00 per cent of the variation in the attitude level of retailers was explained by all the eight personal and socio-economic characteristics *viz.*, age, gender, education, marital status, type of family, family size, annual income and mass media participation of retailers included in the research study as evident by R² value of 0.3100. The multiple regression analysis further revealed that none of the eight personal and socio-economic characteristics namely, age, gender, education, marital status, type of family, family size, annual income and mass media participation of retailers have significantly contributed in developing favourable attitude towards Metro Cash and Carry. The present findings are in line with the findings reported by Deepali Saluja (2016) and Vishnupriya *et al.* (2019).

Constraints Faced by the Retailers at Yeswanthpur Metro Cash and Carry

Table 5, presents the data related to the constraints faced by the retailers at Yeswanthpur Metro Cash and Carry. It is observed from Table 5 that all the retailers

faced the constraints such as: discount for specific product not available throughout the year (100.00%), non availability of home delivery of products (100.00%) and canteen service/facility not available (100.00%) at Yeswanthpur Metro Cash and Carry. Two-third of the retailers (66.66 %) expressed that quite often the products gets out of stock at Yeswanthpur Metro Cash and Carry, while 35.56 and 33.33 per cent of the retailers expressed that there is non-availability of organically grown fruits and vegetables and there is no response by the Metro staff to the retailer's queries through phone and mails, respectively.

Less than one-fourth of the retailers expressed that the absence of attractive packaging of products (22.22%), huge crowd near billing counters (15.55%), no proper display of products (7.77 %), no return/exchange facility (6.66 %), low quality products (6.66%), no proper cleanliness and hygiene maintained in the Metro store (2.22 %) and lack of adequate parking facility (2.22 %) were the constraints faced by the retailers at Yeswanthpur Metro Cash and Carry. The above constraints may be addressed by the authorities of Yeswanthpur Metro Cash and Carry to provide quality service to the retailers.

Suggestions of Retailers to Overcome their Constraints Faced at Yeswanthpur Metro Cash and Carry

TABLE 5
Constraints faced by the retailers at Yeswanthpur Metro Cash and Carry

(n=90)

Constraints*	Retailers			
	Yes		No	
	Number	Per cent	Number	Per cent
Discount for specific product not available throughout the year	90	100.00	0	0.00
Home delivery of products not available	90	100.00	0	0.00
Canteen service/facility not available	90	100.00	0	0.00
Products gets out of stock	60	66.66	30	33.34
Non availability of organically grown fruits and vegetables	32	35.56	58	64.44
No response by Metro staff to the queries through phones and mails	30	33.33	60	66.67
No attractive packaging of products	20	22.22	70	77.78
Huge crowd near billing counters	14	15.55	76	84.45
Products not displayed properly	7	7.77	83	92.23
No return/exchange facility available	6	6.66	84	93.34
Quality of products are low	6	6.66	84	93.34
Proper hygiene not maintained in the store	2	2.22	88	97.78
Lack of adequate parking facility	2	2.22	88	97.78

*Multiple response

TABLE 6
Suggestion of retailers to overcome their constraints faced at Yeswanthpur Metro Cash and Carry

(n=90)

Suggestions*	Retailers			
	Yes		No	
	Number	Per cent	Number	Per cent
Discount for specific products should be available throughout the year	90	100.00	0	0.00
Home delivery of products	90	100.00	0	0.00
Canteen service/facility	90	100.00	0	0.00
Adequate stock of products	60	66.66	30	33.34
Organically grown fruits and vegetables	32	35.56	58	64.44
Timely response for the queries through phones and mails	30	33.33	60	66.67
Attractive packaging of products	20	22.22	70	77.78
Opening more billing counters	14	15.55	76	84.45
Proper display of products	7	7.77	83	92.23
Return/exchange facility	6	6.66	84	93.34
Good quality of products	6	6.66	84	93.34
Proper hygiene needs to be maintained in the store	2	2.22	88	97.78
Adequate parking facility	2	2.22	88	97.78

*Multiple response

Discount needs to be provided for specific product throughout the year (100.00 %), home delivery of products should be initiated (100.00 %) and canteen service / facility needs to be provided (100.00 %) were the suggestions offered by all the retailers to overcome the constraints faced by them at Yeswanthpur Metro Cash and Carry (Table 6). The research results also revealed that two-third of the retailers (66.66 %) suggested for adequate stock of products be made available at Yeswanthpur Metro Cash and Carry. The other suggestions offered by the retailers to overcome the constraints faced by them at Yeswanthpur Metro Cash and Carry include: availability of organically grown fruits and vegetables (35.56 %), timely response by the Metro staff regarding their queries through phones and mails (33.33 %), attractive packing of products (22.22 %), opening of more billing counters to avoid overcrowding near billing counters (15.55 %), proper display of products (7.77 %), provision of return/exchange facility (6.66 %), good quality products to be made available (6.66 %), proper hygiene to be maintained in the store (2.22%) and adequate parking facilities (2.22 %) needs to be provided at Yeswanthpur Metro Cash and Carry. The above suggestions should be immediately addressed by the authorities of Yeswanthpur Metro Cash and Carry for providing good service to the retailers.

All the retailers faced the constraints such as: non-availability of discount for specific product throughout the year (100.00 %), non availability of home delivery of products (100.00 %) and canteen service / facility not available (100.00 %) at Yeswanthpur Metro Cash and Carry, whereas two-third of the retailers (66.66%) expressed that quite often the products gets out of stock at Yeswanthpur Metro Cash and Carry. Hence, the authorities of Yeswanthpur Metro Cash and Carry may consider in providing: discount for specific products throughout the year, home delivery of products, keeping adequate stocks of products and providing canteen facilities at Yeswanthpur Metro Cash and Carry for developing more favourable attitude towards the Metro Cash and Carry. There is also a

need for effective marketing strategy by Yeswanthpur Metro Cash and Carry through newspaper, television, radio, mobile phones, magazines, pamphlets, bill board, internet etc. for promotion of its products and creating awareness among its registered customers about the customer friendly promotion schemes available at Yeswanthpur Metro Cash and Carry.

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